

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S Store Opens at 9

WANAMAKER'S Store Closes at 5

WANAMAKER'S

WEATHER
Fair

New Spring Fashions and Good Sales Make an Interesting Combination

No One Has a Right to Rob His Son or Daughter of a noble and virtuous example.

Preoccupation, absence from the family circle owing to business necessities, intensity of study and personal engagement in the work of authorship may seem natural and excusable, but nevertheless the fact remains that one's own offspring have the first call and claim upon the father and mother to set their children the right example and give them practical guidance in forming the habits of life.

Does it not seem so to you?

(Signed) *John Wanamaker*

January 24, 1922.

First Showing of Women's New Tailored Suits for Spring

Tweeds, homespuns, chevots and basket weaves in the most delightful of the new Spring colors. In some suits these colors are plain, in others the coats are plain and the skirts cross-barred; in others again the entire suit is made of the cross-barred material. Green-and-brown skirts have brown coats with bright green linings; red-and-tan skirts have tan coats lined with perfectly matched red; gray-and-violet is another combination. Always the linings are of most beautiful quality and color, and the suits altogether are very smart.

Prices are \$28.50 to \$105.

(First Floor)



Yes, the Annual Sale of Furs Is Going On

We repeat it because every now and then we hear of some woman who has planned for a long time to take advantage of the low prices of the sale, but hasn't happened to read our advertisement and doesn't know that the sale is on.

We note a few of the wraps which are in such favor:

A black caracul with mink shawl collar and cuffs, \$525.

A Hudson seal (died muskrat) with muffler collar of kolinsky and a waistline, \$350.

Another Hudson seal (died muskrat) with very low set sleeves and a collar bordered with kolinsky, \$350.

A really splendid gray squirrel wrap, full length, has a huge collar and sets at \$500.

A black caracul with gray squirrel muffler collar and cuffs, \$325.

A Hudson seal (died muskrat) with bell sleeves has a great deal of fitch fur trimming, price \$275.

(Second Floor)

Philippine Nightgowns Specially Priced in the White Sale at \$2.65 to \$7.85

In no other kind of underclothing is it possible to secure such indisputable good taste, with such fine needlework and such beautiful hand embroideries as in these Philippine-made nightgowns.

The materials are good, the patterns well cut and ample, and the fine hand ornamentation is such as women of the most critical taste prefer to wear.

On the very least-priced nightgown at \$2.65 the hand embroidering of front and sleeves is beautifully done in the several different patterns, and every stitch of deep hem and seams is done by hand, as are the ribbon-run eyelets and the buttonhole scalloping of neck and sleeve edging.

There are low-neck and short-sleeve nightgowns in a variety of beautiful patterns at \$2.65, \$3.85 (quantities of wide satin ribbon are used at this price), \$4.65, \$5 (these are finely lace trimmed as well as embroidered), \$7.50 and \$7.85.

At \$3.85 and \$6.85 are high-neck and long-sleeve Philippine gowns buttoning in front.

Philippine chemises are specially priced at \$2.65 to \$3.85, and drawers at \$1 to \$1.85.

(Third Floor)



More Charming New Hats Arrive in the Gray Salons

Here are five delightful examples, chosen at random:

A wide, straight-brimmed, hat of walnut-brown yedda straw, softly swathed in brown Canton crepe.

A soft little pull-down hat of novelty straw caught up at the side with a chou of white silk crepe.

A round hat of wide faille ribbon in henna, with upturned pleated brim.

A wonderfully graceful and becoming cherry-red hat of lisere straw, with wide velvet ribbon falling from the curved brim.

And a little hat of soft white yedda straw caught up at the side with a chou of white silk crepe.

There are many others in the new group, all attractive, and starting in price at \$12.

(Second Floor)

50 of the Finest Wraps Have Just Been Made \$200 Each

No two are alike, for these are the individual wraps which are a fashion each one to itself.

Such furs as beaver, flying squirrel, natural and dyed squirrel, Hudson seal (died muskrat), natural and black caracul, mole and wolf are used in lavish profusion. In some cases, one would pay almost this amount for the furs alone.

There are representatives of all the newest and most fashionable weaves of silk-and-wool duvetyne and bolivia, many are elaborately embroidered and some have the large sleeve.

Every wrap in this group is now marked at a saving of at least \$150 over what it formerly cost.

(First Floor)

Georgette Crepe Blouses Special at \$3.85

A limited quantity of flesh and white Georgette crepe blouses of unusually fine quality will be sold tomorrow at \$3.85, which is less than half their value.

The neck is finished with a wide pleated frill and a narrow black gros-grain ribbon. Both the neck-frill and cuffs are hemstitched.

(Third Floor)

Woolen Remnants 50c to \$1 a Yard

And there are plenty of the right lengths for women's skirts, children's dresses and coats. From a half to three yards is the general length.

They are all-wool, almost every kind of light and heavy material, and from 36 to 54 inches wide.

(First Floor)

Fur Bandings Halved in Price

Short lengths of fur bandings of various kinds, ranging from one to four inches wide, are now marked to one-half former prices, in the Dress Trimming Section.

(Main Floor)

Women's Fine Pumps And Slippers in a Low-Price Clearaway—Many at Less Than Half

About 800 pair of fashionable footwear in highly desirable styles will be cleared away at the following low prices, because we have sold them down to little lots and broken size ranges:—

At \$5.75

About 400 pair of one-strap slippers in black satin, black patent leather and black suede with patent leather trimming. All have medium rounded toe and short vamp, light turned sole and low French heel. These were from \$2.25 to \$3.75 more.

At \$7.75

About 400 pair of pumps, slippers and oxfords that all season have been \$6 to \$9 more. They include:

Fawn buckskin one-strap slippers with Louis heels.

One-strap slippers of fawn buckskin and chestnut calf in combination with high or low French heel.

Two-strap pumps of gray buckskin with patent leather trimming and Cuban heel.

One-strap pumps of tan calfskin with military or Cuban heel. Patent leather laced oxfords with Cuban heel.

A few French gore strap pumps of black suede or patent leather with low French heel.

(First Floor)

Prices Average Half on These Women's Stockings

50c a pair for black mercerized stockings, plain and open clogged.

\$1 a pair for black and colored silk, some "seconds."

\$1.25 a pair for black silk with reinforced cotton tops, "seconds," and brown heather ribbed wool, sizes 9 and 9 1/4 only.

\$1.50 a pair for black and white mixed and cordovan ribbed wool.

\$1.75 a pair for black, white and colored silk.

\$2.50 a pair for imported wool and cashmere sports hose.

(First Floor)

Children's Underwear

35c each, three for \$1, for boys' gray wool and cotton shirts and drawers.

50c for girls' pink and white cotton bloomers, sizes 4 to 14 years, and girls' white ribbed cotton union suits, sizes 10 to 14 years.

65c for boys' ecru and gray ribbed cotton union suits, sizes 6 to 16 years.

(First Floor)

A Furniture Sale Noted for Its Unlikeness to Any Other

It is usual for people who want information about some particular thing to wonder in their own minds, or to ask somebody—"what is it like?"

In this way it becomes a habit of mind to picture, or represent things by their likenesses.

But there are some things which cannot be pictured by their likenesses, because they have no likenesses, and so, when we are asked—

What Is This February Furniture Sale Like?—

The answer is that it is not like any other furniture sale in the world.

The essential and distinctive feature of it is its unlikeness to every other sale in which it finds an echo.

And its unlikeness to every other sale is inseparably bound up with its supremacy over all of them.

Ever since the first of these sales was started in this store they have had a distinct and independent character.

They represent an independent trade movement which through proper management and watchfulness of qualities and essentials has developed into a business of phenomenal volume and brought to us a large measure of responsibility.

We are sure that the individual and distinctive character of these sales has become more and more pronounced with every one of them that we have held, and that today it is more pronounced than ever.

It is safe to promise all of you that this coming February Furniture Sale will be more individual, more distinctive, more interesting, more genuinely helpful than any sale hitherto, and, above all, that it will be more noteworthy in the pleasing and interesting unlikeness to any other, which has always been the mark of Wanamaker Furniture Sales.

The unlikeness of it will be chiefly in the furniture, the character of it, the diversity of selections, the individual appeal of it, the basic soundness of it, the prices marked on it, the general lay-out of it.

Saturday, January 28th

will be the first of three days of preliminary inspection and advance orders.

You owe it to your home to be here.

Nothing Like These Down Quilts at \$10 in Philadelphia

They are the last of a particular lot that were made in our own workrooms and they are now being sold off at less than cost of materials and making—\$10 each.

(Sixth Floor)

Household Usefuls

Heart Star waffle-irons for coal or gas stoves, \$1.90 and \$2.25.

Iron cake griddles, in 9, 10 and 11 inch sizes, 90c, \$1.05 and \$1.35.

Oyster friers, 9 and 10 inch sizes, \$1.45 and \$1.65.

Wood covered ash sifters, \$1.

Galvanized rotary ash sifters, \$2.95.

White enameled sink pails, 85c.

Savo air moisteners, \$2.50 and \$3.

Miller oil heaters, \$6.75 to \$9.75.

Gas heaters, \$4.25 to \$28.

(Fourth Floor)

Clearaway of Men's Fine House Gowns and Bath Robes

(In the London Shop)

The Men's London Shop is making a clearaway of its superb dressing gowns and bath robes. Prices are very low, many of them half or less, and it is an opportunity not to be missed by men who appreciate the luxury of rich lounging robes and willing to buy them for so little.

There are beautiful Paisley silk gowns for \$35.

Rich silk corduroy robes for \$25.

Light-weight pongee silk for \$10.

Woolen gowns, chiefly in English tweed designs, for \$25.

Imported terry bath robes, some slightly soiled, but easily freshened, for \$10.

The great majority of these garments are English.

(The Gallery)

New Mahal Rugs Good Looking and Low Priced

If you are looking for a low-priced Persian rug in a carpet size you will be very much interested by the latest lot of Mahals that have come to us.

These are the lowest-priced Persian carpets that one can buy with confidence of getting pieces that will serve well and furnish effectively.

12.2x10.7 ft.	\$295	10.2x7.4 ft.	\$175
10.5x6.10 ft.	\$145	11.6x11 ft.	\$185
11.2x8.5 ft.	\$195	10.10x7.3 ft.	\$167
8.8x7.2 ft.	\$175	10.10x7 ft.	\$187
13.9x9.3 ft.	\$295	12.7x8.7 ft.	\$275
12.3x9.5 ft.	\$245	10.7x9.2 ft.	\$215
		13.6x9.6 ft.	\$225

(Seventh Floor)

Men's Alaska Seal Caps for a Third Less

There is a great difference in Alaska seal, a difference in the thickness, smoothness and evenness of the fur, depending on the condition of the animal when caught. These caps are all of selected pelts.

New prices are \$14, \$20, \$23, \$30, \$33, \$40 and \$45.

All other fur caps and collars reduced proportionately.

(Main Floor)

Men's Handkerchief Specials

Fine handkerchiefs of colored linen—blues, lavenders, tans and greens—which are being cleared out at 35c because they are mussed. This new price is close to half.

(Main Floor)

Added to the Men's Shoes Selling at \$3.50

are about 1000 new pair in heavy dark tan and black calfskin. Both high bluchers with double soles to the shank and very sturdily made.

We do not know of any other shoes in Philadelphia as good as these at this low price. They are especially desirable for men employed outdoors.

(Main Floor)

Five Patterns Are Reduced in Silver Plated Ware

They are the Sierra, Pompeii, Westwood, Louis XVI and Cromwell, and the reductions extend throughout the entire service of small table silver serving pieces.

All five patterns are very popular ones and they are made by some of the best silversmiths in this country.

We have just received notice of this price reduction and we are very glad to be able to pass on the savings to all those who are buying these patterns or who intend to do so.

(Main Floor)

"Throw" Rugs, Is What These Little Rugs Are Called

The term being derived from the fact that they are used to throw about in otherwise bare spots in a room and in doorways.

Wilton Rugs

27 x 54 in. \$9 and \$12.50

36 x 63 in. \$14.60

Axminster Rugs

27 x 54 in. \$4 and \$5

36 x 70 in. \$6.75 and \$8.75

Bath Rugs in Good Assortment

24 x 36 in. \$3 and \$3.35

24 x 48 in. \$4 and \$4.25

36 x 72 in. \$8.50 and \$9.25

(Seventh Floor)

Two Splendid New Lots of Irish Table Linen and Napkins at Savings of One-Third

It is good to see the beautiful, serviceable fine old grades of Irish table linens coming in again in large quantities at prices that make it easy to own them.

Here are two new lots of rich, handsome table linen with matching napkins, all woven of fine selected yarns, bleached to a rare degree of snowy and satin-like beauty and marked one-third below today's regular prices for linens of this quality.

Nothing experimental, or doubtful about these goods.

Their excellence is as real as the value of a gold piece, and the savings on them are equally genuine.

1500 yards of fine, full bleached, beautifully finished Irish table damask 70 inches wide, in a choice of exquisite floral patterns—rose, holly, combination floral and striped effects and spot patterns, now priced at \$2.75 a yard. Napkins to match, 22x22 inches, \$7.25 a dozen.

Another lot of damask, a full double weave, exquisitely white and lustrous and full of the service that only truly fine linen can give, is priced at \$4 a yard, full 72 inches wide, and in a choice of beautiful patterns, including flowers, striped and flower effects, ribbon designs with flowers and what not.

Napkins to match, size 22x22 inches, \$8.75 a dozen.

3000 Yards of Linen Crash Toweling

17 inches wide, with colored border, absolutely new and specially priced at 35c a yard, or about one-third less than prevailing price.

(First Floor)